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Nobody has to tell  
you that your job's  
going to be a lot  
tougher this  
year. But how  
do you cope  
with the new  
challenges?

(DETAILS INSIDE)

THEODORE NELSON  
458 W 20TH ST  
NEW YORK NY 10011



## Thomas Register and Thomas Register Catalog File

THOMAS PUBLISHING COMPANY • PRODUCT INFORMATION HEADQUARTERS  
461 Eighth Avenue, New York, New York 10001 • (212) OX 5-0500

Nobody has to tell you  
that your job's going to be a lot tougher this year---

---especially if your responsibility involves locating and evaluating vendors of products and services.

Making this tougher than normal, of course, is the fact that the normal rate of change in industry was greatly accelerated by the recent economic storms.

- A number of firms have folded - and not just little ones
- Many firms have merged -- and/or dropped whole lines
- And - despite the above - a surprising number of new products and new sources came on stream during the past 18 months.

HOW CAN YOU KEEP UP WITH THESE CHANGES? How in the period of "profit crunch" can you be a tougher buyer -- how can you get fast and accurate evaluation of a potential supplier -- how can you speed up the buying process?

Let Thomas Register of American Manufacturers be your right-hand aide.

- Thomas Register is the world's largest product source reference - eleven king-sized volumes - a veritable encyclopedia of American manufacturing capabilities.

It's complete, accurate, and up to date, because a 100-man editorial and field staff record thousands of changes daily all year long to keep it that way. More than a million changes are made each year to keep up with American industry.

- Thomas Register helps you find "who makes what" and how to contact them, locally, if you wish, in minutes. (There are more than 80,000 product headings.)
- More than that, it gives you detailed product data, and lets you make side-by-side comparisons of vendors. (More than 55,000 product ads give helpful specifying data.)
- More than that, it gives you a "profile" of vendor companies -- addresses, names and titles of corporate officers, location of branches, telephone numbers, zip codes, capital ratings! (A special volume gives this type of information on more than 75,000 firms!)





--- and, finally, a new feature, Thomas Register Catalog File (THOMCAT) presents hundreds of manufacturers' catalogs, each containing extremely detailed specifying data.

**THOMAS REGISTER WILL SAVE YOU TIME!**

Instant answers---reliable answers---more detailed answers---and a greater number of answers than any other single source can provide ---that's Thomas Register's record as the nation's number one product reference.

And that's why more than 40,000 organizations who need this type of information are willing to pay cash on the barrelhead for Thomas Register, despite the fact that literally thousands of directories are given away free!!

How about you? We'll bet that Thomas Register can help you in your job in '71 - and it's a one-sided bet because you don't have to risk anything.

The price for the complete set, including shipping to your door is only \$44.75. If, after examination, T.R. isn't everything we say it is, tell us so within 10 days and you owe us nothing! Now could a bet be fairer than that? Send us the enclosed card today -- pay now or pay later -- and we'll rush a brand-new 1971 Edition to you post haste.

Cordially,



MARTIN HORAN  
Circulation Manager

P.S. Every department in your company will find a use for T.R.: product checks, for quick credit checks, building prospect lists, checking out trade names, finding maintenance parts quickly.

P.P.S. You'd be wise to move fast. Thomas Register "sells out" every year and orders are processed on a "first-come-first served" basis.



### THE TESTIMONY OF CASH ON THE BARRELHEAD

(More than 40,000 subscribers can't be wrong!)

Despite the fact that literally thousands of directories of all types are given away free each year, more than 40,000 subscribers shun them, preferring instead to pay hard cash for Thomas Register!

Who are these 40,000 plus? They are nine out of ten of the Fortune "500" companies -- the largest manufacturing firms in the U.S. They are approximately 85% of the manufacturing firms listed on the N.Y. Stock Exchange. They are the government in the form of DOD, NASA, the Army, Navy, Airforce, plus all the operating departments, consulates, embassies, and information centers.

Most important, they are the thousands of growing firms, large and small, in all types of industries, that want to keep growing.

In total, these organizations account for more than two-thirds of the total expenditure for industrial goods and services needed to sustain our trillion dollar economy -- and they rely on Thomas Register to speed the solution of their daily procurement problems. How about you?

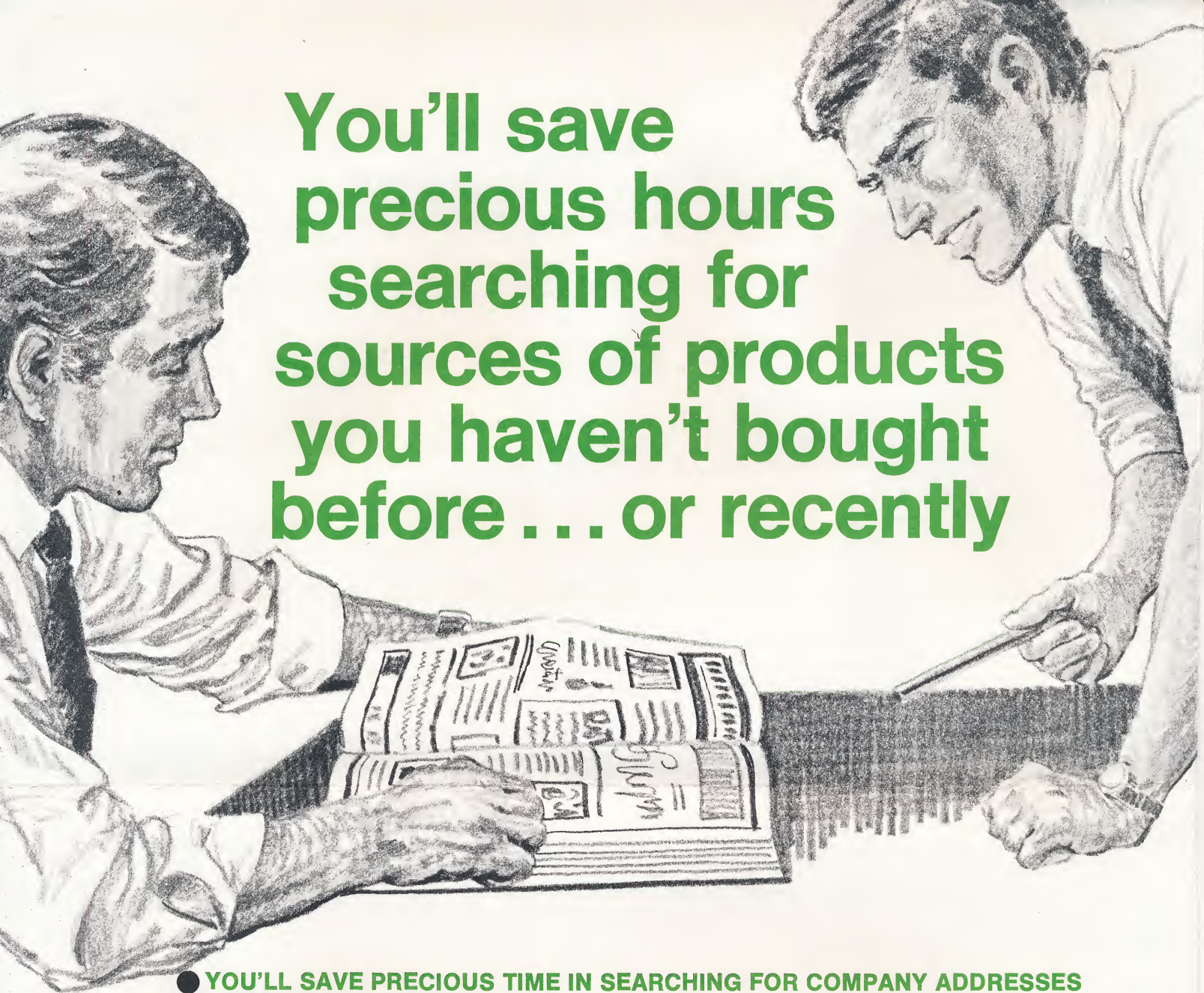


## here's a partial list of companies that consistently order more than one set of Thomas Register

	Sets of TR		Sets of TR
Allied Chemical	41	Hughes Aircraft	19
ACF	38	Humble Oil & Refining	16
Alcoa Aluminum	40		
Allis Chalmers	15	International Business Machine	65
American Can	16	International Harvester	10
American Cyanamid	13	International Nickel	12
American Machine & Foundry	27	ITT	19
American Oil	11		
American Radiator & Standard	23	Johns Manville	23
Armco Steel	12		
Armstrong Cork	27	Kaiser Aluminum	30
Avco	20		
		Litton Industries	28
Babcock & Wilcox	13	Lockheed	32
Bell Telephone	9		
Bendix	33	McGraw Edison	23
Bethlehem Steel	14	Martin	14
Boeing	18	Monsanto Chemical	53
Borg-Warner	22		
Brunswick	16	National Lead	17
Burroughs	12	North American Aviation	20
Celanese	17	Olin-Matheison	36
Chrysler	11	Owens-Illinois	30
Continental Can	36		
Crown Zellerbach	12	Phelps-Dodge	16
		H. K. Porter	24
Douglas Aircraft	17		
Dow Chemical	40	Radio Corp. of America	48
DuPont	148	Raytheon Mfg.	24
		Revere Copper & Brass	10
Eastman Kodak	22	Reynolds Metals	21
Eaton Mfg.	16	Rockwell Standard	15
Eltra Corp.	32		
Esso Research	11	Sandia	38
		Shell	34
Fairchild Camera & Instrument	12	Singer	15
Firestone Tire & Rubber	17	Socony Mobil	22
Ford Motor	61	Sperry Rand	43
		Standard Oil	24
General Dynamics	52	Sylvania Electric	38
General Electric	280		
General Foods	16	Union Carbide	122
General Motors	137	United Aircraft	25
General Tire & Rubber	12	Union Oil	55
Goodyear Aircraft	28	United States Steel	40
W. R. Grace	25		
Grinnell	27	Western Electric	74
		Westinghouse Electric	94
Hercules Powder	21		
Honeywell	18		



# You'll save precious hours searching for sources of products you haven't bought before ... or recently



- YOU'LL SAVE PRECIOUS TIME IN SEARCHING FOR COMPANY ADDRESSES
- YOU'LL QUICKLY LOCATE LOCAL SOURCES OF NATIONALLY ADVERTISED PRODUCTS
- YOU'LL LOCATE DETAILED ENGINEERING "SPECS" IN MINUTES

THOMAS REGISTER OF AMERICAN MANUFACTURERS - eleven volumes ... 12,000 pages ... 80,000 product headings ... 55,000 detailed ads ... hundreds of manufacturers' catalogs ... no other source or combination of sources can match this encyclopedic completeness!!

Experienced purchasing and engineering executives - men charged with responsibility for buying millions of dollars of industrial goods and services - prefer Thomas Register nine-to-one over any other similar reference.

In fact, they prefer to pay for Thomas Register rather than use any of the many directories that are circulated free of charge.

Why? Because these top men know that *time is money!* They know that Thomas Register is most apt to have what they're looking for, so they rely on Thomas Register to save them hours in product and company searches.

Prove it to yourself just how valuable T/R can be to you ... and do it without risking one penny! Order your 1971 set today. When it arrives, look it over. If it isn't everything we claim it to be, tell us so within ten days, and you owe us nothing. What could be fairer!

(for detailed description of volumes, see other side)





... BUT IF IT'S YOUR RESPONSIBILITY TO FIND  
VENDORS OF PRODUCTS AND SERVICES,  
WE CAN HELP LIGHTEN THE LOAD.

Whether the  
economy stays  
sluggish in '71...  
or bounces back...  
your job's going  
to be tougher

## 12,000 PAGES JAM PACKED WITH DETAILED INFORMATION ABOUT SOURCES OF VIRTUALLY ALL U.S. INDUSTRIAL PRODUCTS AND SERVICES.

**Volumes 1-6** are *product* volumes. They contain almost 10,000 king-sized pages of information about U.S. products and services - more than any other source in the world! There are 80,000 product headings, and under each are listed names and addresses of all of the manufacturers of a given product - 1,500,000 in all! You find nearest source in seconds. Helpful ads supplement the listings . . . help you make intelligent vendor selection.

**Volume 7** is the "company-contact" volume. Users claim this volume alone is worth the total price. It contains an alphabetical compilation of 80,000 companies, their subsidiaries and affiliations, addresses, zip codes, phone numbers, cable addresses, capital ratings, names of chief officers, local sales outlets. A great help when you know the company you want but don't know where they are.

**Volume 8** contains an alphabetical product index, an advertiser's index, and an alphabetical listing of more than 60,000 trade names. When you can only recall the trade name of a product or component you want, this volume is *invaluable*! You look up the trade name and you learn to whom it belongs. Next step, look up the owner of the trade name in the Advertiser's Index or in the Product Index. Your search time is cut to minutes!

**Volumes 9, 10 and 11** contains manufacturers' catalogs bound alphabetically by company name. Detailed specifying data given in the catalogs supplement that in the Register . . . make it possible to specify and buy right off the page, thus speeding the buying cycle.



- all other sources pale in comparison to T.R.,  
which is why American industry pays more than  
a million dollars a year to subscribe to T.R.!

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When you receive your set of 1971 Thomas Register of American Manufacturers, examine it carefully. If it is not everything we say it is - tell us within ten days and we'll send you return shipping instructions.



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Attention of: M. Horan

[illegible]